GOVERNMENT OF TELANGANA
ABSTRACT

METROPOLITAN AREA & URBAN DEVELOPMENT DEPARTMENT– Greater Hyderabad Municipal Corporation – Outdoor Advertisement Policy for CURE – 2026 – Approval – Orders – Issued.

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METROPOLITAN AREA & URBAN DEVELOPMENT (GHMC.2) DEPARTMENT

G.O.Ms.No.84 **Dated:04.03.2026**

Read the following:

1. From the Commissioner, GHMC, Hyderabad, Lr.No.06/COMM/P/GHMC/2026, Dated.27.01.2026.
2. From the Commissioner, GHMC, Hyderabad, Lr.No.948/ADVT/GHMC/2026, Dated.21.02.2026.

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ORDER:-

In the references 1st and 2nd read above the Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad, has submitted a proposal for approval of the Comprehensive Outdoor Advertisement Policy for CURE–2026 to align the city's advertisement regulations with global best practices, with emphasis on urban aesthetics, public safety and regulatory clarity. The Policy applies to the Core Urban Region as defined under Section 3(3B) of the GHMC Act and shall come into force from the date of its issuance. It supersedes all previous guidelines and circulars issued prior to OAP–2026. Unless otherwise specified, terms used in this Policy shall have the meanings assigned in Annexure–I (Definitions).

2. Government after careful consideration of the matter hereby accord approval to the **Outdoor Advertisement Policy for CURE – 2026**, appended as **Annexure** to this Order.

3. The Commissioners, Greater Hyderabad Municipal Corporation (GHMC)/Cyberabad Municipal Corporation (CMC)/Malkajgiri Municipal Corporation (MMC) shall take further necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

JAYESH RANJAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Commissioner,
Greater Hyderabad Municipal Corporation (GHMC), Hyderabad.
The Commissioner,
Cyberabad Municipal Corporation (CMC), Hyderabad.
The Commissioner,
Malkajgiri Municipal Corporation (MMC), Hyderabad.

Copy to:
P.S. to Secretary to the Hon'ble Chief Minister.
P.S. to Special Chief Secretary to Government, MA&UD Department.
Sf/Sc.

// FORWARDED:: BY ORDER //

SECTION OFFICER